

U.S. Department of Justice
Washington, DC 20530

Supplemental Statement
Pursuant to Section 2 of the Foreign Agents Registration Act
of 1938, as amended

OMB NO. 1124-0002

For Six Month Period Ending October 31, 2012
(Insert date)

I - REGISTRANT

1. (a) Name of Registrant
Fleishman-Hillard Inc.

(b) Registration No.
5801

(c) Business Address(es) of Registrant
200 North Broadway
Saint Louis, MO 63102

2. Has there been a change in the information previously furnished in connection with the following:

- (a) If an individual:
- | | | |
|---------------------------|------------------------------|-----------------------------|
| (1) Residence address(es) | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (2) Citizenship | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
| (3) Occupation | Yes <input type="checkbox"/> | No <input type="checkbox"/> |
- (b) If an organization:
- | | | |
|--------------------------|------------------------------|--|
| (1) Name | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (2) Ownership or control | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
| (3) Branch offices | Yes <input type="checkbox"/> | No <input checked="" type="checkbox"/> |
- (c) Explain fully all changes, if any, indicated in items (a) and (b) above.
N/A

IF THE REGISTRANT IS AN INDIVIDUAL, OMIT RESPONSE TO ITEMS 3, 4 AND 5(a).

3. If you have previously filed Exhibit C¹, state whether any changes therein have occurred during this 6 month reporting period.

Yes ☐ No ☒

If yes, have you filed an amendment to the Exhibit C? Yes ☐ No ☐

If no, please attach the required amendment.

¹ The Exhibit C, for which no printed form is provided, consists of a true copy of the charter, articles of incorporation, association, and by laws of a registrant that is an organization. (A waiver of the requirement to file an Exhibit C may be obtained for good cause upon written application to the Assistant Attorney General, National Security Division, U.S. Department of Justice, Washington, DC 20530.)

4. (a) Have any persons ceased acting as partners, officers, directors or similar officials of the registrant during this 6 month reporting period? Yes ☒* No ☐

If yes, furnish the following information:

Name	Position	Date connection ended
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* In the ordinary course of business, employees (including senior-level) join, are promoted, or depart from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant.

- (b) Have any persons become partners, officers, directors or similar officials during this 6 month reporting period?

Yes ☒* No ☐

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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* In the ordinary course of business, employees (including senior-level) join, are promoted, or depart from time to time; however, Registrant's key decision-makers and senior-most executive management have remained constant. Also, see Item 5 below.

5. (a) Has any person named in item 4(b) rendered services directly in furtherance of the interests of any foreign principal?

Yes ☐ No ☒

If yes, identify each such person and describe his service.

- (b) Have any employees or individuals, who have filed a short form registration statement, terminated their employment or connection with the registrant during this 6 month reporting period? Yes ☒ No ☐

If yes, furnish the following information:

Name	Position or connection	Date terminated
Matthew Doering Jr.	Senior Vice President & Senior Partner	August 25, 2012
Madeleine Kershow	Senior Account Executive	October 14, 2011
David Smythe Whiting Jr.	Communications Professional	July 28, 2012
Sophia Hitti	Account Executive	July 21, 2012

- (c) During this 6 month reporting period, has the registrant hired as employees or in any other capacity, any persons who rendered or will render services to the registrant directly in furtherance of the interests of any foreign principal(s) in other than a clerical or secretarial, or in a related or similar capacity? Yes ☐ No ☒

If yes, furnish the following information:

Name	Residence address	Citizenship	Position	Date assumed
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6. Have short form registration statements been filed by all of the persons named in Items 5(a) and 5(c) of the supplemental statement?

Yes ☒* No ☐

If no, list names of persons who have not filed the required statement.

* A Short-Form Registration Statement for Jonathan Struthers was filed in November 2012 and is attached to this Supplemental Statement.

II - FOREIGN PRINCIPAL

7. Has your connection with any foreign principal ended during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal

Date of termination

8. Have you acquired any new foreign principal² during this 6 month reporting period?

Yes ☐ No ☒

If yes, furnish the following information:

Name and address of foreign principal

Date acquired

9. In addition to those named in Items 7 and 8, if any, list foreign principals² whom you continued to represent during the 6 month reporting period.

Government of the Republic of Turkey, Embassy
Secretariat for Social Communications of the Federative Republic of Brazil

10. **EXHIBITS A AND B**

(a) Have you filed for each of the newly acquired foreign principals in Item 8 the following: N/A

Exhibit A³ Yes ☐ No ☐
Exhibit B⁴ Yes ☐ No ☐

If no, please attach the required exhibit.

(b) Have there been any changes in the Exhibits A and B previously filed for any foreign principal whom you represented during the 6 month period? Yes ☐ No ☒

If yes, have you filed an amendment to these exhibits? Yes ☐ No ☐

If no, please attach the required amendment.

² The term "foreign principal" includes, in addition to those defined in Section 1(b) of the Act, an individual organization any of whose activities are directly or indirectly supervised, directed, controlled, financed, or subsidized in whole or in major part by a foreign government, foreign political party, foreign organization or foreign individual. (See Rule 100(a) (9).) A registrant who represents more than one foreign principal is required to list in the statements he files under the Act only those principals for whom he is not entitled to claim exemption under Section 3 of the Act. (See Rule 208.)

³ The Exhibit A, which is filed on Form NSD-3 (Formerly CRM-157), sets forth the information required to be disclosed concerning each foreign principal.

⁴ The Exhibit B, which is filed on Form NSD-4 (Formerly CRM-155), sets forth the information concerning the agreement or understanding between the registrant and the foreign principal.

III - ACTIVITIES

11. During this 6 month reporting period, have you engaged in any activities for or rendered any services to any foreign principal named in Items 7, 8, and 9 of this statement? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail your activities and services:
Please see Attachment 11.

12. During this 6 month reporting period, have you on behalf of any foreign principal engaged in political activity⁵ as defined below? Yes ☒ No ☐

If yes, identify each such foreign principal and describe in full detail all such political activity, indicating, among other things, the relations, interests and policies sought to be influenced and the means employed to achieve this purpose. If the registrant arranged, sponsored or delivered speeches, lectures or radio and TV broadcasts, give details as to dates and places of delivery, names of speakers and subject matter.

Please see Attachment 12.

13. In addition to the above described activities, if any, have you engaged in activity on your own behalf which benefits any or all of your foreign principals? Yes ☐ No ☒

If yes, describe fully.

⁵ The term "political activities" means any activity that the person engaging in believes will, or that the person intends to, in any way influence any agency or official of the Government of the United States or any section of the public within the United States with reference to formulating, adopting or changing the domestic or foreign policies of the United States or with reference to the political or public interests, policies, or relations of a government of a foreign country or a foreign political party.

IV - FINANCIAL INFORMATION**14. (a) RECEIPTS - MONIES**

During this 6 month reporting period, have you received from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal, any contributions, income or money either as compensation or otherwise? Yes ☒ No ☐

If no, explain why.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies⁶.

Date	From whom	Purpose	Amount
Please see Attachment 14.			

\$ 1,271,621.91

Total

(b) RECEIPTS - FUND RAISING CAMPAIGN

During this 6 month reporting period, have you received, as part of a fund raising campaign⁷, any money on behalf of any foreign principal named in items 7, 8, or 9 of this statement? Yes ☐ No ☒

If yes, have you filed an Exhibit D⁸ to your registration? Yes ☐ No ☐

If yes, indicate the date the Exhibit D was filed. Date _____

(c) RECEIPTS - THINGS OF VALUE

During this 6 month reporting period, have you received any thing of value⁹ other than money from any foreign principal named in Items 7, 8, or 9 of this statement, or from any other source, for or in the interests of any such foreign principal?

Yes ☐ No ☒

If yes, furnish the following information:

Name of foreign principal	Date received	Description of thing of value	Purpose
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^{6, 7} A registrant is required to file an Exhibit D if he collects or receives contributions, loans, money, or other things of value for a foreign principal, as part of a fund raising campaign. (See Rule 201(c).)

⁸ An Exhibit D, for which no printed form is provided, sets forth an account of money collected or received as a result of a fund raising campaign and transmitted for a foreign principal.

⁹ Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks," and the like.

15. (a) DISBURSEMENTS – MONIES

During this 6 month reporting period, have you

(1) disbursed or expended monies in connection with activity on behalf of any foreign principal named in Items 7, 8, or 9 of this statement? Yes ☒ No ☐(2) transmitted monies to any such foreign principal? Yes ☐ No ☒

If no, explain in full detail why there were no disbursements made on behalf of any foreign principal.

If yes, set forth below in the required detail and separately for each foreign principal an account of such monies, including monies transmitted, if any, to each foreign principal.

Date	To whom	Purpose	Amount
Please see Attachment 15 (a).			

\$295,105.10

Total

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(b) DISBURSEMENTS – THINGS OF VALUE

During this 6 month reporting period, have you disposed of anything of value¹⁰ other than money in furtherance of or in connection with activities on behalf of any foreign principal named in Items 7, 8, or 9 of this statement?

Yes ☐No ☒

If yes, furnish the following information:

Date disposed	Name of person to whom given	On behalf of what foreign principal	Description of thing of value	Purpose
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(c) DISBURSEMENTS – POLITICAL CONTRIBUTIONS

During this 6 month reporting period, have you from your own funds and on your own behalf either directly or through any other person, made any contributions of money or other things of value¹¹ in connection with an election to any political office, or in connection with any primary election, convention, or caucus held to select candidates for political office?

Yes ☒No ☐

If yes, furnish the following information:

Date	Amount or thing of value	Name of political organization	Name of candidate
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Please see
Attachment 15(c).

^{10, 11} Things of value include but are not limited to gifts, interest free loans, expense free travel, favored stock purchases, exclusive rights, favored treatment over competitors, "kickbacks" and the like.

V - INFORMATIONAL MATERIALS

16. During this 6 month reporting period, did you prepare, disseminate or cause to be disseminated any informational materials¹²?
 Yes ☒ No ☐

IF YES, RESPOND TO THE REMAINING ITEMS IN SECTION V.

17. Identify each such foreign principal.

Secretariat for Social Communications of the Federative Republic of Brazil
 Government of the Republic of Turkey, Embassy

Please see Attachment 17 for additional information.

18. During this 6 month reporting period, has any foreign principal established a budget or allocated a specified sum of money to finance your activities in preparing or disseminating informational materials? Yes ☐ No ☒

If yes, identify each such foreign principal, specify amount, and indicate for what period of time.

19. During this 6 month reporting period, did your activities in preparing, disseminating or causing the dissemination of informational materials include the use of any of the following: * Please see Attachment 17.

- | | | | |
|---|--|--|--|
| <input type="checkbox"/> Radio or TV broadcasts | <input checked="" type="checkbox"/> Magazine or newspaper articles | <input type="checkbox"/> Motion picture films | <input checked="" type="checkbox"/> Letters or telegrams |
| <input type="checkbox"/> Advertising campaigns | <input checked="" type="checkbox"/> Press releases | <input type="checkbox"/> Pamphlets or other publications | <input checked="" type="checkbox"/> Lectures or speeches |
| <input checked="" type="checkbox"/> Internet | <input type="checkbox"/> Other (specify) _____ | | |

20. During this 6 month reporting period, did you disseminate or cause to be disseminated informational materials among any of the following groups:

- | | | |
|---|--|--|
| <input type="checkbox"/> Public officials | <input checked="" type="checkbox"/> Newspapers | <input type="checkbox"/> Libraries |
| <input type="checkbox"/> Legislators | <input checked="" type="checkbox"/> Editors | <input checked="" type="checkbox"/> Educational institutions |
| <input type="checkbox"/> Government agencies | <input checked="" type="checkbox"/> Civic groups or associations | <input type="checkbox"/> Nationality groups |
| <input checked="" type="checkbox"/> Other (specify) _____ | international organizations (e.g., UN World Food Programme, World Bank Development Research Group) | |

21. What language was used in the informational materials:

- ☒ English ☐ Other (specify) _____

22. Did you file with the Registration Unit, U.S. Department of Justice a copy of each item of such informational materials disseminated or caused to be disseminated during this 6 month reporting period? Yes ☐ No ☒ *

23. Did you label each item of such informational materials with the statement required by Section 4(b) of the Act? Yes ☐ No ☒

Please see Attachment 17. Registrant includes the statement on copies of informational materials. The statement was omitted on some materials, as set forth in the Attachment.

12 The term informational materials includes any oral, visual, graphic, written, or pictorial information or matter of any kind, including that published by means of advertising, books, periodicals, newspapers, lectures, broadcasts, motion pictures, or any means or instrumentality of interstate or foreign commerce or otherwise. Informational materials disseminated by an agent of a foreign principal as part of an activity in itself exempt from registration, or an activity which by itself would not require registration, need not be filed pursuant to Section 4(b) of the Act.

* Please see Attachment 17. Registrant filed substantially all informational materials but did not include two items from Government of the Republic of Turkey, Embassy.

VI - EXECUTION

In accordance with 28 U.S.C. §1746, the undersigned swear(s) or affirm(s) under penalty of perjury that he/she has (they have) read the information set forth in this registration statement and the attached exhibits and that he/she is (they are) familiar with the contents thereof and that such contents are in their entirety true and accurate to the best of his/her (their) knowledge and belief, except that the undersigned make(s) no representation as to the truth or accuracy of the information contained in the attached Short Form Registration Statement(s), if any, insofar as such information is not within his/her (their) personal knowledge.

(Date of signature)

(Type or print name under each signature¹³)

12/19/2012

William B. Winkeler

William B. Winkeler
Sr. Vice President, Sr. Partner
& Corporate Controller

¹³ This statement shall be signed by the individual agent, if the registrant is an individual, or by a majority of those partners, officers, directors or persons performing similar functions, if the registrant is an organization, except that the organization can, by power of attorney, authorize one or more individuals to execute this statement on its behalf.

SHORT-FORM REGISTRATION INFORMATION SHEET

The Department records list active short-form registration statements for the following persons filed on the date indicated by each name. If a person is not currently functioning in the same capacity directly on behalf of the foreign principal, please indicate the date of termination in Item 5 of the supplemental statement.

Short Form List for Registrant: Fleishman-Hillard, Inc.

Last Name	First Name	Registration Date	Termination/Addition Date
Auchman	Caren	03/25/2011	
Banas	Melissa J.	06/19/2009	
Black	William	09/24/2007	
Boudreau	Martha Miller	04/16/2007	
Cutin	Dario O.	03/16/2009	
Dionne	Marc	04/16/2007	
Doering	Matthew J.	03/16/2009	August 25, 2012
Hitti	Sophia M.	06/25/2010	July 21, 2012
Horowitz	Daniel	09/24/2007	
Hutchins	Coleman Roest	04/16/2007	
Kershow	Madeleine	06/25/2010	October 14, 2011
Maietta	Rosanna	06/21/2011	
Moritz	Janelle M.	10/08/2010	
Naru	Stephen R.	06/19/2009	
Posner	Ralph	04/16/2007	
Rohrer	Donna Weatherly	04/16/2007	
Vellozzi	Sarah M.	06/25/2010	
Weintraub	Jeffrey R.	04/16/2007	
Whiting, Jr	David Smythe	03/25/2011	July 28, 2012
Struthers	Jonathan	11/29/2012	August 2012

**ATTACHMENTS TO SUPPLEMENTAL STATEMENT
FOR PERIOD ENDING OCTOBER 31, 2012**

Fleishman-Hillard Inc. (FARA Reg. No. 5801)

ATTACHMENT 11

Activities for and Services Rendered to Foreign Principals

Government of the Republic of Turkey, Embassy

The following describes the communications activities undertaken on behalf of the Government of the Republic of Turkey, Embassy from May 2012 through October 2012.

May 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations sent to Ambassador Tan and provided recommendations.
- Drafted "thank you" notes for leadership at *The Hill* newspaper.
- Worked on securing invitations for Ambassador Tan to high-profile events.
- Coordinated opportunity with ABC for TV and Radio Correspondents Dinner.
- Developed and presented ideas on new opportunities using Facebook and other social media channels.
- Worked on re-prints of Washington Post Express article.
- Began audit/recommendations for embassy web site.
- Began preparations for American-Turkish Council video shoots.
- Began analysis of Twitter feed.
- Continued working on opportunities for President Gul's visit.
- Conducted discussions with embassy re: communications opportunities around efforts in Somalia.

June 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.

- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Drafted or edited correspondence from Ambassador Tan.
- Began planning for Instagram competition.
- Drafted and delivered memo with recommendations on web site upgrade.
- Researched possible opportunities for Twitter chats.
- Conducted outreach to local institutions around possible Patara event.
- Met with leadership of *The Hill* newspaper to discuss possible partnerships.
- Researched venues for various Turkish artists and musicians.
- Held discussions with Carnegie Endowment for International Peace re: possible United Nations General Assembly event.
- Conducted edits to remaining American-Turkish Council videos.
- Worked on possible online flip book of residence brochure.
- Investigated mobile app potential for Embassy and drafted memo on said topic.
- Conducted and reported on analysis of Ambassador Tan's Twitter feed.
- Drafted forward for book on Embassy Residence.

July 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Drafted or edited correspondence from Ambassador Tan.
- Continued Instagram competition efforts – planning, design of materials, and formal launch.
- Prepped for and conducted video shoot of Ambassador Tan's welcome remarks for web site; worked on editing of video.
- Researched venues for various Turkish artists and musicians.

August 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.

- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Drafted or edited correspondence from Ambassador Tan.
- Continued work on Instagram – ongoing promotion and maintenance.
- Research venues for various Turkish artists and musicians.
- Drafted article for Turkish Airlines magazine.

September 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.
- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Drafted or edited correspondence from Ambassador Tan.
- Continued work on Instagram – ongoing promotion and maintenance.
- Developed and printed QR code for embassy website.
- Researched and drafted memo on possible embassy apps.
- Edited brochure on Turkish Civilizations Choir.

October 2012

- Media monitoring and summary reports of latest Turkish news and events.
- Media monitoring and summary reports of latest U.S. news and events.
- Prepared monthly media analysis report.
- Blogger outreach and monitoring.
- Updates to third party commentators/stakeholder lists.
- Regular updates with embassy staff and consultants.
- Updated and maintained Turkish Embassy distribution email lists.
- Attended events held at think tanks on behalf of the Turkish Embassy and reported back.

- Facilitated incoming media requests.
- Continued work with Embassy on jazz series at residence – logistical coordination, materials.
- Provided support at other cultural events at embassy – invites, logistical coordination, materials, staffing, media outreach, audio/visual.
- Reviewed invitations and requests sent to Ambassador Tan and provided recommendations.
- Drafted or edited correspondence from Ambassador Tan.
- Continued work on Instagram – ongoing promotion and maintenance.
- Held discussions with Motion Picture Association of America concerning possible film screening.
- Conducted promotional efforts via media outreach and social media around Choir of Civilizations concert.
- Conducted edits to article for Turkish Airlines magazine.
- Pitched Turkey as a film destination to entertainment publications.

Secretariat for Social Communications of the Federative Republic of Brazil

The following describes the communications activities undertaken on behalf of the Secretariat for Social Communications of the Federative Republic of Brazil (SECOM) from May 2012 through October 2012.

May 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; research and outreach on editorial opportunities; discussion and reporting on pitching activities, strategic opportunities and news generation from Brazil.
- Translated op-ed piece from Portuguese to Spanish.
- Reviewed translation into Spanish language of background book on Brazil.
- Reviewed press materials; relayed and responded to media requests; developed backgrounder documents; tracked media coverage; and developed list of potential outreach and event opportunities.
- Discussed and provided updates regarding news opportunities, issues monitoring, engagement strategy and outreach topics; developed list of targets for briefing.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

June 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents.

- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Reviewed and revised press materials.
- Identified media targets and event opportunities for SECOM consideration.
- Discussed and provided updates regarding news, outreach and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Discussion and coordination with CDN and SECOM regarding communications plan.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

July 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Arranged logistics and moderated teleconference with Central Bank Governor; reached out to and followed up with international media; reviewed, edited and distributed transcript to media; distributed Central Bank press materials; monitored media coverage and reported results.
- Reviewed and revised press materials related to media opportunities.
- Identified media targets and event opportunities for SECOM consideration.
- Discussed and provided updates regarding outreach, news and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

August 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Prepared planning presentation for planning meeting in Brazil for the second half of 2012; presented international program to new program leaders; reviewed results from the first half of 2012; discussed and developed strategic recommendations and priorities for the second half of 2012.
- Arranged logistics and moderated teleconference with Minister of Sports regarding 2016 Olympic preparations; reached out to and followed up with international media; reviewed, edited and distributed transcript to media; monitored media coverage and reported results.
- Arranged logistics and moderated teleconference with Minister of Finance; reached out to and followed up with international media; reviewed, edited and distributed transcript to media; monitored media coverage and reported results.
- Reviewed and revised press materials related to media opportunities.
- Identified media targets and event opportunities for SECOM consideration.

- Ongoing discussion with client regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Discussed and provided updates regarding outreach, news and event opportunities, issues monitoring, and outreach topics; developed list of targets.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

September 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents.
- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Reviewed and revised press materials.
- Developed backgrounder documents to support interview activities.
- Discussed, conducted planning and outreach for, and provided updates regarding future trips, news and event opportunities, issues monitoring, and outreach topics.
- Identified analysts, targets quoted in media clips for potential outreach opportunities.
- Researched potential spokespeople and developed engagement strategy.

October 2012

- Provided and participated in regular client updates and planning discussions.
- Established schedule of regular weekly update calls and planning discussions; tracked and reported activities on a weekly basis.
- Coordination with CDN and SECOM regarding logistics for media support at COP11 conference; provided support for and coordinated media opportunities; edited and distributed press materials; developed media coverage and analysis report.
- Ongoing discussion with client regarding operations and development of strategic recommendation documents; organization of media list and research into media targets.
- Researched, reported, and discussed calendar opportunities, pitching activities, strategic opportunities and news generation from Brazil; discussed and developed story pitching and reporting on story opportunities; relayed and responded to media requests; tracked media coverage; and developed list of potential outreach opportunities.
- Reviewed and revised press materials related to media opportunities.
- Discussed, conducted planning and outreach for, and provided updates regarding future trips, news and event opportunities, issues monitoring, and outreach topics.
- Researched potential spokespeople and developed engagement strategy.
- Developed backgrounder documents to support interview activities.

ATTACHMENT 12

Political Activities

Government of the Republic of Turkey, Embassy

May 2012

- Supported updates to social media channels – Facebook, Vimeo and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Drafted letter to Peace Corps leadership.

June 2012

- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.

July 2012

- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.
- Distributed *New York Times* Letter to the Editor from the Ambassador of Turkey.

August 2012

- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan.

September 2012

- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Distributed "Press Statement Regarding the Attached to the U.S. Mission in Benghazi."
- Reviewed and edited speeches to be given by Ambassador Tan

October 2012

- Developed recommendations on Twitter Q&A session featuring Ambassador Tan.
- Supported updates to social media channels – Facebook, YouTube and Twitter.
- Reviewed and edited speeches to be given by Ambassador Tan

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May 2012

- Developed materials and content and conducted launch of social media channels: Reviewed and edited calendar items, conducted social media monitoring, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 10 one-on-one interviews/briefings/media opportunities in May 2012, including:
 - Coordinated op-ed for Minister Patriota with *National Geographic*, May 4, 2012.
 - Provided information related to IBGE 2010 Census data to the *Washington Post*, May 7, 2012.
 - Secretariat of Civil Aviation with *The Latin America Report*, May 8, 2012.
 - CEO of Petrobras Biocombustíveis written interview with *Biofuels International* (UK), May 21, 2012.
 - Shared GraalBio press contact details and ethanol financing press release with *Biofuels International* (UK), week of May 28, 2012.
 - Written interview of Ministry of Sports with *Inside the Games*, responses sent week of May 28, 2012.
 - Background information on Brazil's social, economic, and environment initiatives provided to *Irish Times*, week of May 28, 2012.
 - Story ideas for technology stories coming out of Brazil to *ZDNet*, week of May 28, 2012.
 - Claudio Langone, co-coordinator of the Thematic Chamber for Environment and Sustainability, with *Deutsche Welle*, May 29, 2012.
- Disseminated press release entitled "2010 Census: Schooling and income increase and infant mortality falls."

June 2012

- Reviewed and edited calendar items, conducted social media monitoring, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 5 one-on-one interviews/briefings/media opportunities in June 2012, including:
 - Provided statement regarding the creation of Infrapar to *Latin America Report*, June 4, 2012.
 - Provided photos to accompany story resulting from written interview with Miguel Rosseto, CEO of Petrobras Biocombustíveis to *Biofuels International*, photos sent June 18, 2012.
 - Ambassador André Correa do Lago with *Reuters*, June 21, 2012.
 - Provided information on Rio+20 attendance figures to *The Washington Post*, June 21, 2012.
 - Written responses regarding Brazil's World Cup stadium development to *Los Angeles Times*, June 18, 2012.
- Disseminated press release entitled "Brazil Q1 2012 GDP Up 0.2 Percent Over Q4 2011."
- Disseminated media alert regarding press briefing by Brazilian ambassador Luiz Alberto Figueiredo to provide update on the state of negotiations during PrepCom.
- Disseminated press release entitled "Rio+20: Leading takes, Brazil presents consolidated text for negotiation."
- Disseminated press release entitled "Rio+20: Brazil "Optimistic" about agreement at sustainable development talks."

- Disseminated Rio+20 Media Alert regarding rescheduling of Brazilian delegation press briefing.
- Disseminated Media Alert regarding Brazilian delegation press briefing.
- Disseminated press release entitled "Rio+20: Draft outcome for sustainable development talks to be presented today, Brazilian Foreign Minister says."
- Disseminated press release entitled "Rio+20: Consultations led by Brazil ensure historic outcome for sustainable development summit."
- Disseminated press release entitled "Rio+20: Agreement on sustainable development represents "victory for new multilateralism," Brazilian Foreign Minister says."
- Disseminated media alert regarding Brazilian President Dilma Rousseff addressing the plenary session of Rio+20.
- Disseminated press release entitled "Brazil at Rio+20: Heads of State to Discuss implementation of Sustainable Development Agreement."
- Disseminated press release entitled "Brazilian Finance Minister Guido Mantega Urges Integrated Approach to Sustainable Development."
- Disseminated media alert regarding Brazil Rio+20 delegation hosting a press briefing on conference objectives.
- Disseminated press release entitled "Rio+20: The Work Starts Immediately, Says Brazil's Ministry of Environment."
- Disseminated media alert entitled "Rio+20 is a Starting Point, and Countries Should Go Beyond the Agreements Signed, says Brazil's President Rousseff."

July 2012

- Reviewed and edited calendar items, conducted social media monitoring, provided social media recommendations and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 2 one-on-one interviews/briefings/media opportunities in July 2012, including:
 - National AIDS Program Director, Dr. Dirceu Greco with *Forbes*, July 25, 2012.
 - Central Bank Governor Alexandrew Tombini with *Financial Times*, July 26, 2012.

August 2012

- Reviewed and edited calendar items, conducted social media monitoring, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 6 one-on-one interviews/briefings/media opportunities in August 2012, including:
 - Provided additional press materials to *African Review of Business and Technology*, August 1, 2012.
 - Provided contact details to *CNN* for interview with President Rousseff during the 2012 United Nations General Assembly in New York, August 20, 2012.
 - Phone interview of Deputy Minister of Sports with *Miami Herald*, week of August 13, 2012.
 - Invitation to Minister Mantega to write op-ed for special IMF edition of *The Banker*, August 17, 2012.
 - Coordinated written interview of Infraeco spokesperson with *Latin America Report*, week of August 27, 2012.
 - Additional information on Brasil Carinhoso program provided to the *Economist Intelligence Unit*, August 28, 2012.
- Disseminated press release entitled "President Rousseff Announces R\$ 133 Billion Plan to Modernize Roads and Railways in Brazil."

- Disseminated press release entitled "Brazil Launches R\$ 500 Million Strategic Investment Program to Expand Domestic Software and IT Services Industry."
- Disseminated press release entitled "Brazil Q2 GDP Up 0.4 Percent Over Q1 2012."

September 2012

- Reviewed and edited calendar items, conducted social media monitoring, and reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 3 one-on-one interviews/briefings/media opportunities in September 2012, including:
 - Ambassador Figueiredo with *Bloomberg* during UN General Assembly, September 28, 2012.
 - Ambassador Figueiredo with *Reuters* during UN General Assembly, September 28, 2012.
 - Shared FIFA press officer details with *Los Angeles Times*, September 24, 2012.
- Disseminated press release entitled "Brazil President: Cheaper Electricity Will Reduce Energy Costs and Generate Jobs."
- Disseminated press release entitled "Brazilian Government Extends Payroll Tax Exemptions to 40 Industrial Sectors."
- Disseminated press release entitled "Brazilian Workers' Income Shows Higher Growth in Lower Income Ranges."
- Disseminated news alert containing transcript of Brazilian President Dilma Rousseff's Address to the UN General Assembly.

October 2012

- Reviewed and edited calendar items, conducted social media monitoring, and developed, reviewed and edited content for social media channels.
- Organized and/or coordinated with CDN to execute a total of 13 one-on-one interviews/briefings/media opportunities in October 2012, including:
 - Ambassador Corrêa do Lago with *Deccan Chronicle* on-site at COP11.
 - Ambassador Corrêa do Lago and Felipe Ferreira with *Al Jazeera* on-site at COP11.
 - Ambassador Corrêa do Lago with *Reuters* on-site at COP11.
 - Deputy Minister Gaetani with *The New York Times* on-site at COP11.
 - Ambassador Luiz Figueiredo with *The New York Times* on-site at COP11.
 - Ambassador Corrêa do Lago with *Inter Press Service* on-site at COP11.
 - Ambassador Corrêa do Lago with *The Hindu* on-site at COP11.
 - Written statement from Brazilian delegation to *AFP* on-site at COP11.
 - Ambassador Corrêa do Lago interview with *RTCC* on-site at COP11.
 - Statement from government official on Brazil's growing protectionism requested by *Global Finance*, October 2, 2012.
 - Request for written interview with Ricardo Trade, COO of Brazil's local organizing committee (LOC) for the 2014 FIFA World Cup with *Goal.com*, week of October 8, 2012.
 - Images video of Agata 6 operation requested by *CNN International*, October 9, 2012.
 - Ministry of Finance with *The Washington Post*, October 30, 2012.
- Disseminated press release entitled "Brazilian Government Establishes Environmental Security Force to Fight Deforestation."
- Disseminated press release entitled "COP11 – Brazil successfully uses LiveWeb to raise funds to protect conservation areas."

- Disseminated press release entitled "Q&A with Brazil's Ambassador Correa do Lago at COP11."
- Disseminated press release entitled "Brazil to Invest US\$ 80 Million in New Ship for Ocean Research."
- Disseminated press release entitled "President Dilma Rousseff Vetoes Nine Items of Brazil's Forest Code."
- Disseminated press release entitled "Brazil's Amazon Region Protection Areas Program (ARPA) Is Highlighted at UN Convention on Biodiversity (COP11)."
- Disseminated press release entitled "Brazil Pleased with Resolutions of the Conference of the Parties of the Convention on Biological Diversity (COP11)."
- Disseminated fact sheet entitled "Biodiversity in Brazil."

ATTACHMENT 14

Receipts/Monies

Government of the Republic of Turkey, Embassy

Professional services and fees (received 6/18/2012)	\$ 266,000.00
Professional services and fees (received 7/2/2012)	\$ 4,256.93
Professional services and fees (received 9/11/2012)	\$ 266,000.00
Professional services and fees (received 9/27/2012)	\$ 2,297.73
Professional services and fees (received 10/5/2012)	\$ 127.94
<u>Total</u>	<u>\$ 538,682.60</u>

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Professional Services fees for March 2012 (received 6/6/2012)	\$ 194,970.25
Professional Services fees for April 2012 (received 6/19/2012)	\$ 185,186.42
Professional Services fees for May 2012 (received 8/29/2012)	\$ 174,821.25
Professional Services fees for June 2012 (received 9/14/2012)	\$ 171,236.19
Payment for expenses (received 10/29/2012)	\$ 6,725.20
<u>Total</u>	<u>\$ 732,939.31</u>

ATTACHMENT 15(a)**Disbursements: Monies****Government of the Republic of Turkey, Embassy**

Amount	Description
\$ 11.61	Archived material from the Washington Post for the Embassy of Turkey
\$ 59.70	Audioblog fee for Turkish embassy
\$ 87.05	Breakfast for Ralph P with A Soellner/MPAA and Auchman on February 29 for meeting
\$ 600.00	Cinematographer for Turkish Embassy Event on May 8, paid Wayne Arnold
\$ 143.00	Color Printing
\$ 90,000.00	Consulting services for outreach, paid 30 Point Strategies
\$ 54.49	Database charges, paid LexisNexis
\$ 600.00	Director of Photography for Turkish Embassy Jazz Event on February 15, paid Wayne Arnold
\$ 887.50	Enlargements and reprints of New York Times article
\$ 395.65	Fees for Turkish Embassy on Pair Networks
\$ 1,760.00	Film crew to conduct interviews at the 2012 American Turkish Council conference, paid Creative Liquid Productions
\$ 188.00	iContact monthly email subscription
\$ 127.94	July Jazz Expenses
\$ 457.55	Local transportation
\$ 179.70	MailerMailer email distribution service for the Embassy of Turkey
\$ 22.97	Travel expenses for M Carney in connection with April 24-25 travel to Chicago for meeting with Turkish Embassy client
\$ 40,600.00	Media monitoring on behalf of Embassy of Turkey, paid Empower Research LLC
\$ 500.00	Photography for the May 8 Embassy of Turkey Jazz event, paid Kyle Gustafson
\$ 500.00	Photos of February Jazz event, paid Kyle Gustafson
\$ 127.16	Postage and handling charges
\$ 125.40	Printing a banner for Turkish Embassy, paid CSI
\$ 82.68	Printing and mounting of photo for Instagram contest winner, paid AlphaGraphics
\$ 202.99	Printing of Instagram flyers
\$ 147.40	Printing of invites for next Jazz event, paid CSI
\$ 7,500.00	Professional services on behalf of Embassy of Turkey Media Analysis, paid J Berke
\$ 352.24	Social Media Postcard
\$ 9.95	Subscription to Joseph Farah's News Bulletin on behalf of the Embassy of Turkey
\$ 89.75	Subscription to Wufoo for Turkey
\$ 182.28	Telecommunication charges
\$ 294.00	Train fare for The Stay Human Band and A Ortiz/stage manager in connection with May 8 travel to New York following concert at Ambassador's residence
\$ 1,303.00	Travel airfare for J Batiste and the Stay Human Band in connection with May 7 travel to Washington to perform at the Embassy of Turkey Jazz Concert

\$ 855.00	Washington Post Enlargements
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TOTAL: \$ 148,447.01

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Amount	Description
2853.10	Air transportation for Sarah Vellozzi in connection with January 21-25 trip to Brazil for SECOM 2012 planning meetings
2249.00	Airfare for Dario Cutin in connection with January 22-24 trip to Sao Paulo for 2012 planning meetings
853.10	Hotel accommodations for Dario Cutin in connection with January 22-24 trip to Sao Paulo for 2012 planning meetings
770.00	Hotel accommodations for Sarah Vellozzi in connection with January 22-25 trip to Brazil for SECOM 2012 planning meeting
270.00	Hotel accommodations for Sarah Vellozzi in connection with COP meeting in Cape Town
14,269.20	Professional services for the month of January, paid CDN International Inc
23,113.74	Professional services for the month of February, paid CDN International Inc
25,552.16	Professional services for the month of March, paid CDN International Inc
2674.90	Professional services for the month of April, paid CDN International Inc
25,629.73	PR services on behalf of SECOM for the month of May, paid CDN International Inc
29,224.68	Professional services on behalf of SECOM for the month of June, paid CDN International Inc
19,198.48	PR Services for SECOM, paid CDN International Inc

TOTAL: \$ 146,658.09

ATTACHMENT 15(c)**Disbursements: Political Contributions****From Fleishman-Hillard P.A.C.**

Name	Candidate	Campaign	Date	Amount
Ben Cardin for Senate	Benjamin Cardin, D-MD	general 2012	7/10/12	\$ 500.00
Missouri Montana Fund	Claire McCaskill/John Tester	general 2012	7/23/12	\$ 1,000.00
Romney Victory, Inc.	Mitt Romney, R-Pres.	general 2012	8/7/12	\$ 1,000.00
Ann Wagner for Congress	Ann Wagner, R-MO-2	general 2012	9/17/12	\$ 1,000.00
Romney Victory, Inc.	Mitt Romney, R-Pres.	general 2012	9/24/12	\$ 4,000.00
Republican National Committee	n/a	general 2012	9/25/12	\$11,000.00
AMERIPAC	Steny Hoyer, D-MD-5	general 2012	9/27/12	\$ 2,500.00
Total				\$21,000.00

ATTACHMENT 17

Informational Materials

Government of the Republic of Turkey, Embassy

19. During this reporting period, Registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the use of the following:

- Magazine or newspaper articles
- Internet
- Lectures or speeches

20. During this reporting period, Registrant disseminated or caused to be disseminated informational materials among the following groups:

- Newspapers
- Editors

Registrant disseminated a press statement from the Republic of Turkey Ministry of Public Affairs and a *New York Times* Letter to the Editor from the Ambassador of Turkey. Registrant has included copies of these informational materials disseminated on behalf of the Government of the Republic of Turkey, Embassy during the time period between May 1, 2012 and October 31, 2012.

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19. During this reporting period, Registrant's activities in preparing, disseminating, or causing the dissemination of informational materials included the use of the following:

- Press releases
- Letters or telegrams

20. During this reporting period, Registrant disseminated or caused to be disseminated informational materials among the following groups:

- Newspapers